



Indonesia Travel3Sixty



Our New Magazine is Coming!



- 100% in Bahasa, on all Indonesia AirAsia Flights
- 1.5m readers a month, distributed on AirAsia flights, and in hotels





Our New Magazine is Coming!





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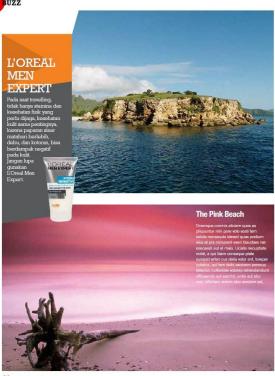
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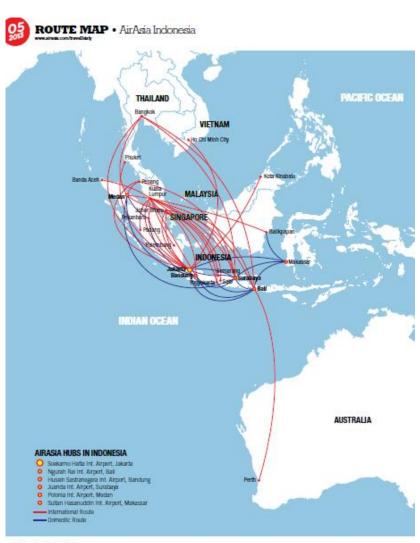


The Demographics

1. Indonesia AirAsia: Demographics AirAsia

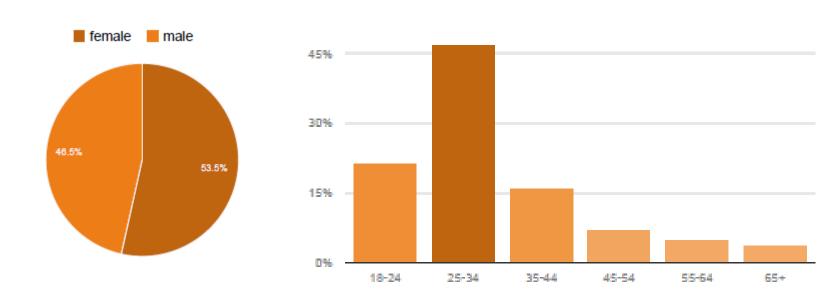


- 28 planes by end of 2013, x35 in 2014
- 10m passengers to be flown in 2013
- 24 destinations, and 15 within Indonesia
- 48% share of international travellers in Indonesia
- Growing domestic market share









From our polls T3Sixty readers are: News Junkies/Avid Readers, Music Lovers, Travel Buff, TV Lovers, Technophiles

1. AirAsia Demographics



Free Spender	?	22.01%	
Fashion Conscious	?	35.55%	
Health Conscious	2	40.53%	
Connector	?	43.86%	
Early Adopter	?	53.39%	
Salesperson	?	52.36%	
Mavens	?	60.25%	



Effective Measures Audience: 20,000 Date: August 2013

Air Asia

Magazine Guidelines



- Booking Deadline by 31st of month, 1 month prior to publication
- Artwork deadline 5th of the month prior to publication
- Artwork to be sent as PDF, minimum DPI 300
- Adverts preferably to Indonesian Bahasa
- Dimensions for FULL PAGE PRINT
 - Bleed: 220m (W) x 285mm (H)
 - Trimmed: 210mm(W) x 275mm (H)
 - Text: 190mm (W) x 225mm (H)



Thank you

For more information, please call:

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